# Fitness Group Challenge

**Join the Big Climb MPLS Fitness Group Challenge to show Minneapolis who is Big Climbs most elite fitness group/gym!**

**Climb MPLS Fitness Group Challenge**

Big Climb MPLS is The Leukemia & Lymphoma Society's annual stair climb to the top of one of Minneapolis' skyscrapers, challenging the community to join LLS in the battle against blood cancers! Rising above the dynamic cityscape of Minneapolis, the climb is an exhilarating, one-of-a-kind event, providing an opportunity for participants to test themselves as they climb 53 or 105 floors to support the mission of LLS.

You will compete against other fitness groups or gyms located in and around the Minneapolis area.
Raising money and climbing those stairs is how you win.
Come out, have fun, and let's show the world what Minneapolis is made of!

**RULES AND HOW TO WIN:**

1. Team with most funds raised
2. Fastest average climb time of team

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## Keys to the Challenge

- Fitness Group Challenge is a 6 week long challenge
- Official launch and weekly updates will begin the week of January 8, 2018.
- Challenge officially ends on event day & the winning fitness group will be announced soon thereafter.
- The winning fitness group will receive:
    - Traveling trophy and prize from Big Climb MPLS
    - Opportunity for Big Climb MPLS to market you fitness group/gym to all Climbers
- Each participating fitness group should designate one or two team captains to serve as point of contact for LLS staff.
- Be sure to personalize your teams fundraising page you receive when you get registered.
- Each participating fitness group is encouraged to raise at least $3,000, which can come from any combination of: an official cash sponsorship, individual partner donations, creative team fundraising events, and employee personal outreach efforts.
- A minimum of 5 members is suggested, but not required, for a team to compete in the Fitness Group Challenge.
- Big Climb MPLS staff will provide one-on-one support to your fitness group across the course of competition, which includes hosting a planning session with your team captains and offering a variety of fundraising tolls and templates as needed.

## Leukemia & Lymphoma Society

The Leukemia & Lymphoma Society's (LLS) mission is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. The LLS is the world's largest voluntary health organization dedicated to funding blood cancer research, education and patient services. Since the first funding in 1954, LLS has awarded more than $1 billion. This investment has helped advance life-saving therapies, including multi-drug chemotherapy, stem cell transplantation and immunotherapies.

Last year, LLS committed nearly $80 million to blood cancer research internationally – with $2.5 million invested at the University of Minnesota and Mayo Clinic. Additionally, LLS provided $2.1 million in local financial support to more than 1,000 patients across the Minnesota Chapter.

## For more information or questions on the Big Climb MPLS Fitness Group Challenge, contact:

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